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# PRESS RELEASE

## RIVERDALE FARMS WINS FIRST PLACE AT PROFLORA 2011 VARIETIES COMPETITION

**Bogota, Colombia – Friday September 21 , 2011:** Riverdale’s Funza Farms, which grows all of Riverdale’s award-winning Alstroemeria, swept the Proflora 2011 Varieties Competition yesterday in Bogota, Colombia. Himalaya and Cairo varieties took First and Second place, and Funza’s “Silvie” rose variety took home Second place in the Rose category competition.

Competition was steep with over 45 producers and 220 varieties. Funza also shared the podium with C.I. Anthura BV receiving Honorable Mention in the final three Grand Champions of the show. Grand Champion went to Alexander Roses, whose beautiful roses are also marketed by Riverdale.

### About Riverdale Farms, Inc.:

Riverdale Farms is a premier provider of fresh cut flowers and bouquets to the wholesale and mass market industries in the US and Canada. Established in 1970, we market and sell products from our farms and other global suppliers. Their award-winning product quality combined with our first-in-class customer service make Riverdale a trusted and preferred supplier to leading wholesalers and mass marketers across the country. Our farms employ over 3,000 people and are Florverde®, ISO, Eurogap, Rainforest and ETI certified. In addition, Riverdale is only one of two floral companies in the United States to receive an EPA award for environmental excellence.

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